

5813-79

04/26/2013

1/19

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

J. Evelyn Lawson
Clorox Professional Products Company
c/o PS&RS; P.O. Box 493
Pleasanton, CA 94566-0803

APR 26 2013

SUBJECT: CDQ
EPA Registration Number: 5813-79
Application Dated: March 28, 2013
Receipt Date: March 29, 2013

Dear Ms. Lawson:

This letter acknowledges receipt of the notification identified above submitted under the provisions of section 3 (c) 9 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended and PR Notice 98-10 and 40 CFR 152.46.

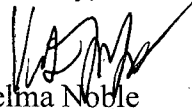
- To modify the label per PR Notice 98-10.

Based on a review of the submitted information, this notification is acceptable. Your proposed changes will be made part of the record for this file

General Comments

Should you have any questions concerning this letter, please contact Emilia Oiguenblik at (703) 347-0199 or Velma Noble at (703) 308-6233.

Sincerely,



Velma Noble
Product Manager (31)
Regulatory Management Branch I
Antimicrobials Division (7510P)

CONCURRENCES

SYMBOL								
SURNAME								
DATE								



United States
Environmental Protection Agency
Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number
EL0495

Application for Pesticide - Section I

1. Company/Product Number 5813-79	2. EPA Product Manager Velma Noble	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) CDQ	PM# 31	
5. Name and Address of Applicant (Include ZIP Code) The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification to modify label per PR Notice 98-10: We changed code for EPA Est. No., modified headers for using new, improved/now, deleted redundant "new", "now" and "improved" words in the body of the label; we added a claim on p. 4 & p. 8, and modified a claim on p. 11 & p. 17. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. § 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under § 12 and § 14 of FIFRA. We enclose one marked-up label and 2 clean labels.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	
* Certification must be submitted				<input type="checkbox"/> Plastic	
If "Yes" Unit Packaging wgt. No. per container		If "Yes" Package wgt. No. per container		<input type="checkbox"/> Glass	
				<input type="checkbox"/> Paper	
				<input type="checkbox"/> Other (Specify) _____	
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> _____	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled				<input type="checkbox"/> Other _____	

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name J. Evelyn Lawson	Title Federal Registration Specialist	Telephone No. (Include Area Code) (925) 368-9026
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature <i>J. Evelyn Lawson</i>	3. Title Federal Registration Specialist	
4. Typed Name J. Evelyn Lawson	5. Date March 28, 2013	

CDQ

KEEP OUT OF REACH OF CHILDREN

CAUTION

See [back] [bottom] [side] panel for additional precautionary statements.

For travel/trial sizes or dispensers: ^(†††) Do not use as a diaper wipe or for personal cleansing

The qualifier ^(†††) will be used for claims relating to carrying in diaper bag[s]

For dispensers/canisters: Do not use as a diaper wipe or for personal cleansing -or- Not for use as a personal wipe [For complete instructions -or- directions, see pouch]

ACTIVE INGREDIENTS:

n-Alkyl (C14, 60%; C16, 30%; C12, 5%; C18, 5%)
Dimethyl Benzyl Ammonium Chloride 0.184%†
n-Alkyl (C12, 68%; C14, 32%) Dimethyl Ethylbenzyl
Ammonium Chloride 0.184%†
OTHER INGREDIENTS: 99.632%
TOTAL: 100.000%

†Does not include weight of dry wipe.

Contains no phosphorus

Package made from *insert*% post-consumer recycled plastic.

Net Contents _____

Each package type and size will bear the actual net contents in pounds and ounces

____ Premoistened -or- [Wet] [Scrubbing] Wipes
-or- Refills -or- Packages

____" x ____" [____cm x ____cm]

Questions or Comments? [Please] visit www.clorox.com or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860. [Learn more at cloroxclassrooms.com]

A list of this product's ingredients is available at www.IngredientsInside.com

-or- A list of [this product's] [*product name*] ingredients is available at [*insert company website*].

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.

© YYYY Made in the U.S.A.

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-79.

EPA Est. No. 5813-GA-2 (VG), IL-2 (VF); 8251-OH-2 (Q6), WI-2 (KW), WI-3 (KV), WI-5 (26) (UQ); 50757-WI-1 (VN); 58455-IN-1 (C6), IN-2 (01); 56952-AR-1 (RL), WI-1 (RK); 62401-NJ-1 (JW); 71681-GA-1 (JQ), IL-1 (GU), IL-2 (24)

Beginning of batch code indicates Est. No.

U.S. Patent(s) *insert patent(s)*



NOTIFICATION
Date Reviewed: 4/24/13
Reviewed By: [signature]

Note: Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.] Underlined text is new. a-through (text) means removed.
R0512090

For Canister:

To Open Package: [Open lid and] pull out wipe [from center of roll -or- from center]. [[The] next sheet -or- wipe pops up automatically.] [When finished,] close lid to retain moisture.

-or-

PULL WIPE FROM CENTER -or-

For Canister:

To Open Package: Flip open dispensing flap and remove lid by lifting upward. Pull up corner of **CENTER SHEET**, twist to a point and thread through small opening in lid. DO NOT push finger through opening [your finger may become stuck]. Replace lid and **PULL WIPE AT AN ANGLE**; the next sheet pops up automatically. When finished, close lid flap to retain moisture.

-or-

For Canister:

To Open Package: [Open lid and] pull out wipe through -or- from [one of] the large opening[s] -or- from the central opening. [Pull the wipe [at an angle] [toward the small opening] so that the next wipe is held in place -and/or- does not fall back in.] [When finished,] close lid to retain moisture.

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the new [roll -and/or- stack] [of] wipes into the canister and replace the lid. -or- Insert pouch into empty canister and replace the lid.
4. [Use as instructed by canister label.]

-or-

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the open end of canister over [exposed portion of] the new roll of wipes. Turn both over so that the roll slides into the canister. -or- Slide -or- Place new roll of wipes into the empty canister. Replace the lid.
4. [Use as instructed by canister label.]

For Tub and Pouch/Refill:

To Open Package: [Flip open dispensing flap and remove lid by lifting upward.] Place refill -or- pouch in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. The next sheet pops up automatically. When finished, close lid flap to retain moisture.

For pouch only:

To Open Package: [Open pouch by] peel[ing] back seal. When finished, close to retain moisture.

For Refills:

To Open Package -or- To Refill:

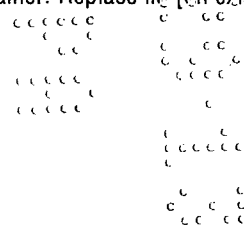
[Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch. Remove [one] refill [from refill package -or- sleeve -or- container -or- pouch -or- bag]. [Open refill [by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch.]] [Turn upside down.] Slide -or- insert [pre-moistened] wipes -or- refill into existing -or- empty canister -or- container. Replace lid [on existing canister]. Close -or- reseal refill package -or- sleeve -or- container -or- pouch -or- bag.

-or-

- Remove lid, insert wipes and replace lid.
- Pull out wipe from center of roll.
- Next sheet pops up automatically.
- Close lid to retain moisture.

-or-

- Keep dispensing flap of [existing] [current] [empty] container -or- canister closed.
- Open [existing] [current] [empty] container -or- canister by [lightly] squeezing [it] and removing lid by [lifting] [twisting] [it] upward.



For Dispenser and Pouch/Refill:

TO ATTACH [DISPENSER]: Clean surface with rubbing alcohol and let it dry. Peel paper from adhesive [pads] [strips] and attach to surface. Press firmly for 10 seconds [(for best results, open refill door and apply pressure directly over adhesive [pads] [strips])]. Can be attached to tile, glass, finished wood and metal surfaces. Not recommended for use on wallpaper, [painted wallboard, plasterboard or drywall,] bare wood or particleboard.

TO REFILL [DISPENSER]: Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe through opening; the next wipe pops up automatically.

TO REMOVE [DISPENSER]: Insert knife, twine or dental floss between dispenser and wall. Carefully cut tape between adhesive surfaces. Remove remaining residue with thumbnail or mild adhesive remover. Caution: improper removal may damage surfaces.

-or-

TO REMOVE [DISPENSER]: Hold [dispenser] [bracket] [with one hand]. Grab removable tab [with other hand]. [Slowly] pull tab several inches [in direction of arrow] [along mounting surface] until [bracket] [dispenser] releases. [Repeat with second tab.]

-or-

- Insert green plastic lid into the dispenser cover with the flap open and pointing back toward the stand. (Replace the green plastic lid each time the dispenser is refilled with wipes.)
- Cut or tear open pouch evenly at notch.
- Place pouch inside the dispenser. (Do not remove roll of wipes from pouch.)
- Insert corner of center sheet through opening on the green plastic lid. (Do not push finger through the opening.)
- Close dispenser cover.
- Pull first wipe at an angle to ensure proper threading.

For To Go package:

TO OPEN PACKAGE: Flip -or- Pull open dispensing flap. Insert -or- Pull first wipe through opening in pouch. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

-or-

TO OPEN PACKAGE: Flip -or- Pull open dispensing flap. Open pouch by peeling back [film] [inner seal]. Pull first wipe by grabbing center of wipe. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

For Flatpack:

To Open Package:

1. Open [click-lock] [closure] and peel back -or- remove seal.
2. Pull out wipe [, use as directed].
3. [When finished,] [firmly] close [click-lock] [closure] to retain moisture. [A "snap" should be heard, indicating that it is properly closed.]

For Flat stack:

To Open Package:

1. Open lid and grasp -or- grab the corner of the wipe. Thread -or- pull the wipe through the [dispensing] opening -or- orifice. Next -or- following sheet[s] pop[s] up automatically.
2. Close lid [to keep wipes moist]. [A "snap" [should be heard, to] indicate[s] the lid is properly closed.]
3. [Refill canister when empty.]

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Take [approximately 75] [some] wipes [from] [the stack] [the bag], and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. [Close] [seal] strip on the refill bag [to keep wipes moist]. -or- Slide zipper closed [to] [seal bag] [and] [keep wipes moist].
6. [Use as instructed by canister label.]

6/19

DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

TO CLEAN: Wipe surface clean with *this product*. Let air dry.

TO SANITIZE: Use to sanitize/deodorize hard, nonporous surfaces. Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 30 seconds. Let surface dry. For highly soiled surfaces, clean excess dirt first.

TO DISINFECT (AND DEODORIZE): Use to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surface to remain visibly wet for 4 minutes. Let surface dry. For highly soiled surfaces, clean excess dirt first.

For surfaces that may come in contact with food, a potable water rinse is required. This product is not for use on dishes, glassware, or eating utensils.

This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body, or (2) contacts intact mucous membranes but does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semicritical medical devices prior to sterilization or high level disinfection.

Optional instructions for scrubbing wipes -or- heavy duty wipes, when applicable:

TO CLEAN: Use the textured -or- scrubbing side of the wipe to remove tough soils. Use the soft -or- smooth side to wipe dirt away. If the textured -or- scrubbing side gets dirty, fold the wipe, keeping the textured -or- scrubbing side inside. Let air dry.

TO SANITIZE (AND DEODORIZE): Use the soft -or- smooth side of wipe to sanitize/deodorize hard, nonporous surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 30 seconds. Let surface dry. For highly soiled surfaces, clean excess dirt first.

TO DISINFECT: Use the soft -or- smooth side of wipe to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surfaces to remain visibly wet for 4 minutes. Let surface dry. For highly soiled surfaces, clean excess dirt first.

Not for cleaning or sanitizing skin. Do not use as a diaper wipe or for personal cleansing.

This product will not harm most surfaces including acrylic, sealed fiberglass, sealed granite, finished hardwood and vinyl.

For best [cleaning] results, avoid [soft] [glossy] [shiny] [polished] [plastics] [metals] [unfinished wood] [copper] [aluminum] [painted surfaces] [fabric]. [If in doubt,] [Test a small area first].

Not recommended for use on unpainted wood [or glass], unfinished, unsealed, unpainted, waxed, oiled or worn surfaces. [Test a small area first.]

[For toys, rinse with water after wiping with -or- using the product.]

Use as directed. Safe on polyurethane treated wood. [Test a small area first].

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

FIRST AID: If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For further information, call (800) 227-1833.

PHYSICAL OR CHEMICAL HAZARDS

Do not use or store near heat or open flame.

STORAGE AND DISPOSAL

Canister -or- Tub not intended to be refilled by the consumer:

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. If recycling is not available discard container in trash.

Canister -or- Tub intended to be refilled by the consumer:

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse or refill except as described in the directions for use. Refill only with this product. Offer empty container for recycling. If recycling is not available discard container in trash.

[Pouch] [Refill]:

[Dispenser and Pouch/Refill]

Dispose of wipe in trash after use. Do not flush. [Reseal pouch between uses to retain moisture] [, if used without tub]. Offer for recycling if available or discard empty pouch -or- bag -or- wrapper in trash.

Note: Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.] Underlined text is new. ()-through (text) means removed.

R0512090

Antibacterial Claims:

- 30-second sanitization¹
- Anti-bacterial wipes -or- formula
- Bacteria -and/or- virus -and/or- germ† fighting [formula]
- Bacteria-fighting -or- Germ†-fighting formula
- Be ready for school** by including [**this product**] on your [back to school**] [home] shopping list
- Can help reduce the risk of cross-contamination [on treated surfaces]
- Clean. Disinfect. Carry on.
- Clean -and/or- disinfect on the go
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects -and/or- deodorizes
- Clean[s] and disinfect[s] anywhere* -or- everywhere*
- Clean[s] -and/or- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germst† -and/or- bacteria -and/or- virus[es] [on] [from] [your] [children's] toys***
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germst† -and/or- virus[es] [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] cold viruses⁴ -and/or- [the] flu virus[es]⁵ -and/or- cold and flu viruses³ [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] flu virus⁵ -and/or- virus -and/or- [other] germst† -and/or- virus[es] [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- [Cleans -and/or- disinfects all in one step]
- Convenient cart disinfecting
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting wipes -or- formula
- Disinfects in [just] 4 minutes
- Disinfects [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria^{1, 2}
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- [Easily] [Effectively] [Conveniently] clean[s] -and/or- disinfect[s]
- [Easy] [convenient] way to clean -and/or- disinfect
- [Easy] Cleaning -and/or- disinfecting to go
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Eliminate] [Remove] [Clean] [Disinfect] [Germs† -and/or- bacteria] on Use Sites Table 1 and Use Surfaces Table 2
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] [common] [household] germst† -and/or- bacteria
- [Eliminates] [Destroys] [Attacks] [Gets rid of] [99.9% of] bacteria -and/or- germst† [all] around [your] [the] [bathroom -or- restroom] [kitchen] [school**] [classroom] [home] [house] [office] [work -or- office [place] [environment]]
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] [**tested as *Salmonella choleraesuis***] *Salmonella enterica* (*Salmonella*)
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] *Escherichia coli* (*E. coli*)
- Fight[s] -and/or- kill[s] -and/or- effective against Avian flu virus [on environmental surfaces] -and/or- [hard, nonporous surfaces]
- Fight[s] -and/or- kill[s] -and/or- effective against cold viruses⁴
- Fight[s] -and/or- kill[s] -and/or- effective against colds and flu viruses³
- Fight[s] -and/or- kill[s] -and/or- effective against flu virus⁵
- Fight[s] -or- reduce[s] bacteria² -and/or- viruses³ -and/or- germst† on hard, nonporous surfaces [in your] [list any use site: Table 1] [this cold -and/or- flu season]
- Fight[s] -or- reduce[s] bacteria² on hard, nonporous surfaces [in your] [list any use site: Table 1]]
- For use at home or on the go
- [Hey] [Mom] [Teacher[s]] [!] [.] [Be] [Are you] Ready for [[back-to-school**] [[the] cold -and/or- flu season] [the holiday[s] [season]]] [?] [!]
- Just one step kills 99.9% of [germst†] [bacteria]
- Kills 99.9% of bacteria in [just] 30 seconds¹
- Kills 99.9% of [common] [household] germst†
- Kills 99.9% of [common] bathroom -and/or- kitchen germst††
- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria^{1, 2}] -or- [that cause odor] -or- [that cause scum and slime on hard surfaces] in [just] 4 minutes
- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor causing] [Common] [household] [kitchen -and/or- bathroom] bacteria¹
- Kills 99.9% of viruses³ that cause cold and flu
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses⁶
- Kill[s] -or- Remove[s] -or- Effective against Human coronavirus [ATCC VR 740]
- Kill[s] -or- Remove[s] -or- Effective against Influenza A2 virus [ATCC VR 544] [the virus that causes the flu] -or- Rotavirus WA [diarrhea-causing virus]

Note: **Bold, italicized text is information for the reader and is not part of the label.**

[Bracketed information is optional text.] Underlined text is new. through (text) means removed.
R0512090

EPA Reg. No. 5813-79 CDQ Page 6 of 17

Antibacterial Claims: continued

- [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms]:
 - Campylobacter jejuni [ATCC 29428]
 - [E. coli] (Escherichia coli O157:H7) [ATCC 51657]
 - [Herpes] (Herpes simplex virus type 1) [ATCC VR-260]
 - Human coronavirus [ATCC VR 740]
 - [HIV] (Human immunodeficiency virus type 1)
 - [the virus that causes the flu -or- the flu virus] (Influenza A2) [ATCC VR 544]
 - [Kleb] (Klebsiella pneumoniae) [ATCC 4352]
 - [Listeria] (Listeria monocytogenes) [ATCC 19117]
 - [Pseudomonas] (Pseudomonas aeruginosa) [ATCC 15442]
 - [RSV] (Respiratory syncytial virus) [ATCC VR 26]
 - [the virus that causes the cold -or- the cold virus] (Rhinovirus type 14) [ATCC VR 284] -or- ([Human] coronavirus) [ATCC VR-740]
 - [the virus that causes diarrhea -or- the diarrhea virus] (Rotavirus WA)
 - Salmonella enterica [**tested as Salmonella choleraesuis**] (Salmonella) [ATCC 10708]
 - [Staph] (Staphylococcus aureus) [ATCC 6538]
 - [Strep] (Streptococcus pyogenes) [ATCC 19615]
- Kills [the] [common] cold [and/or] [&] flu virus[es]³
- Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu³
- Leaves hard, nonporous surfaces disinfected
- Moist with cleaners -and/or- disinfectants
- One-step cleaning -and/or- disinfecting -and/or- deodorizing
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] Anytime -or- Daily -or- Every day -or- In one easy step -or- Everywhere* -or- Anywhere*
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous [bathroom -and/or- kitchen] surfaces -or- on household surfaces [every day] -or- Throughout the house [kitchen and bathroom] -or- All over your house
- Put [**this product**] on your school** supply list to help keep your child's classroom clean
- Quick and easy cart disinfecting
- Remove -or- Eliminate -or- Kill cold and flu viruses³ -or- cold virus⁴ -or- flu virus⁵ [this season]
- Remove -or- Eliminate -or- Kill viruses³ that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs† -and/or- bacteria -and/or- virus[es] for [nearly] **insert number** years
- Removes -or- Eliminates -or- Kills 99.9% of viruses³ that cause cold and flu
- Sanitizes in [just] 30 seconds¹
- [Say] Boo to the Influenza virus [this year -or- winter -or- flu virus season] [with Clorox® wipes [**this product**] -or- Clorox® Disinfecting products]
- [Teachers] Clean up the classroom [with **this product**]
- [**The product**] [is] [are]] the quick and easy way to [touch-up] [clean] [and] disinfect
- There are many uses for [**this product**] and here are a few:
 - bathroom surfaces
 - kitchen surfaces
 - Kids' -or- Children's [play]room or family den
 - window blinds
- This [cleaner -and/or- disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- [Touch-up] Clean[s] and disinfect[s]
- Use in public -or- common places where [bacteria -and/or- viruses -and/or- germs† may be of concern] [you are concerned about bacteria -and/or- viruses -and/or- germs†] [on hard, nonporous surfaces]
- Use [in public -or- common] places where [germs† may be of concern] [you are concerned about germs†]
- Use [**the product**] -or- [the wipes] to [disinfect] -and/or- [touch-up clean]
- [Wet] [household -and/or- disinfecting] wipes
 - ¹ [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538]
 - ² [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538], Salmonella enterica [**tested as Salmonella choleraesuis**] (Salmonella) [ATCC 10708], [Pseudomonas] Pseudomonas aeruginosa [ATCC 15442], [E. coli] Escherichia coli O157:H7 [ATCC 51657], [Listeria] Listeria monocytogenes [ATCC 19117], Campylobacter jejuni [ATCC 29428], [Strep] Streptococcus pyogenes [ATCC 19615]
 - ³ Rhinovirus type 14 [ATCC VR 284] -or- [Human] coronavirus [ATCC VR-740], Influenza A2 [ATCC VR 544]
 - ⁴ Rhinovirus type 14 [ATCC VR 284] -or- [Human] coronavirus [ATCC VR-740]
 - ⁵ Influenza A2 [ATCC VR 544]
 - ⁶ Rotavirus WA, Influenza A2, Rhinovirus type 14
- † Campylobacter jejuni [ATCC 29428], Escherichia coli O157:H7 (E. coli) [ATCC 51657], Klebsiella pneumoniae (Kleb) [ATCC 4352], Listeria monocytogenes (Listeria) [ATCC 19117], Pseudomonas aeruginosa (Pseudomonas) [ATCC 15442], Salmonella enterica [**tested as Salmonella choleraesuis**] (Salmonella) [ATCC 10708], Staphylococcus aureus (Staph) [ATCC 6538], Streptococcus pyogenes (Strep) [ATCC 19615], Rhinovirus [type 14] [ATCC VR-284], Rotavirus [Strain WA], Avian influenza [A] virus [ATCC VR-2072], Herpes simplex virus [type 1] (Herpes) [ATCC VR-260], [Human] coronavirus [ATCC VR-740], Influenza [A] [flu virus] [ATCC VR-544], Respiratory syncytial virus (RSV) [ATCC VR-26]
- †† Salmonella enterica [**tested as Salmonella choleraesuis**] [ATCC 10708], Staphylococcus aureus [(Staph)] [ATCC 6538], Escherichia coli O157:H7 [E. coli] [ATCC 51657], Listeria monocytogenes [ATCC 19117], Campylobacter jejuni [ATCC 29428], Rotavirus [Strain WA]
- ‡ Kills Avian Influenza A virus on precleaned hard, nonporous surfaces
 - * Hard, nonporous, non-food-contact surfaces identified on this label
 - ** Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.
 - *** Rinse with water after wiping with -or- using the product.

Note: **Bold, italicized text is information for the reader and is not part of the label.**

[Bracketed information is optional text.] Underlined text is new. -through (text) means removed.
R0512090

Pandemic 2009 H1N1 Influenza A virus##

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

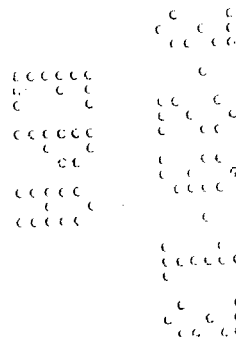
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

***## per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)"
www.epa.gov/oppad001/h1n1-guide.html***

- Kills [2009] H1N1 [Flu Virus]###
- Kills Germs† -and/or- Flu Viruses [including [2009] H1N1] ###

- Kills [99.9% of] Germs† including [2009] H1N1 [Flu Virus] ###
- Effective against [2009] H1N1 [Flu Virus] ###

This claim to be accompanied by one of the claims from the Agency guidance document dated October 22, 2009.



General/Cleaning Claims:

Now~~+~~ -and/or- New~~!~~ -and/&/or- Improved **to be used as a claim descriptor only for the first 6 months of product on shelf**

- After use, just toss wipe[s] away
- Also available in [the] [Lemon,] [Fresh,] [Kitchen,] [and] [Lavanda,] [varieties]
- Also available in [the] 75 count Value [Size] and the 9 count To Go Size[s]
- Also available in the **insert number** count size
- [Also] ~~Now~~ [Great] [Made] [Works [well]] [Appropriate] [on -or- for] [stainless steel -and/or- metal -and/or- glass surfaces] [stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors -and/or- faucets -and/or- sinks -and/or- mirrors -and/or- dark tile] [with] [because of] [due to] [the] ~~new~~ [low-streak -or- residue formula]
- ~~Now~~ [A(n)] [Even] [Better] [Great] [Easy] Everyday cleaner
- Bleach~~-~~free [formula]
- Check out our website for [more] [the latest] information on germs~~†~~ that affect your family [www.clorox.com] -or- [www.cloroxdisinfectingwipes.com]
- Classrooms -or- schools** are cleaner with **this product** -or- [disinfecting] wipes
- Clean before you shop
- Clean [even] more -or- multiple surfaces with wipes -or- **this product**
- Clean up the classroom [with **this product** -or- wipes]
- Clean with just a wipe -or- touch
- Clean your cart
- [Clean] [cleaning] -and/or- [disinfect] [disinfecting] without stopping [your life] [your family's life]
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleans and leaves scent
- Cleans on the spot with [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] fragrance
- Cleans to a shine!
- Cleans with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Clear-Drying Formula for Multiple Surfaces
- Convenient
- Convenient cart cleaning
- Convenient, [tough] [real] cleaning!
- Deodorizing/deodorizes
- Designed to Leave Out on the Counter[!]
- Does not contain bleach
- Donate **this product** [to your child's classroom -or- school]**
- Don't miss a beat with **this product**
- Don't stop [your] [family] life for [cleaning -and/or- disinfecting]
- ~~NEW~~ DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs~~†~~] -or- [Multi-Surface Wipe]
- ~~NEW~~ DuraPly Weave -or- Texture -or- Technology for Better Cleaning
- ~~NEW~~ DuraPly Weave -or- Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Dual-Sided [Wipe] -or- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn] [baked on] [tough] messes, Smooth [side] for shiny surfaces
- Easy
- Easy Dispensing Package[!]
- Easy one hand cleaning!
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils] [grime] [soap scum] [!]
- [Easily] wipes clean
- Effortless cleaning with one hand
- Effortless Dispensing[!] [-] [is] [as] easy as pulling a tissue!
- [Even] Better scrubbing -and/or- cleaning [power]
- ~~Now~~ Even stronger -and/or- more durable [than ever]
- Every hard, nonporous surface in [your] [the] [kitchen] [bathroom] [house] deserves -or- can -or- could use a wipe
- Everything [you need] is already in the wipe
- Fast
- Fits [in] [a(n)] [your] [current] [existing] [**insert number**] [Clorox®] [wipes] [**this product**] canister -or- container
- [Flat] [Flexible] [Soft] [Pack] Fits in [the] small spaces
- [Flat] [Flexible] [Soft] [Pack] Fits in [your] [the] purse -and/or- glove compartment -and/or- diaper bag~~†††~~ -and/or- gym bag
- For a cleaner -and/or- fresher [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- For daily use
- For daily [use] [cleaning -and/or- disinfecting]
- For [light] -or- touch-up - daily -or- quick cleaning -or- clean-ups [in one easy step]
- For household surfaces indoor and outdoor
- For use at home or in public areas -or- places
- [For] [use in] tub[s] -and/or- shower[s]
- For use on grocery cart and basket handles
- For use while traveling
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- Great for the classroom
- [Great] for [the] school(s)** -or- classroom(s)
- [Great] For traveling -or- For use at work -or- For use in public restrooms -or- For use on hard, nonporous surfaces -or- For floor(s) [touch-ups] -or- For touch-up cleaning
- Great -or- Perfect [size] for [the] [your] [:] car(s) -and/or- glove compartment[s] -or- box[es] -and/or- purse[s] -and/or- diaper bag[s]~~†††~~ -and/or- gym bag[s] -and/or- travel -and/or- public restrooms -and/or- public areas -and/or- grocery carts -and/or- hotels -and/or- airplane trays -and/or- changing tables [!]
- [Hey Mom] Take this -or- **this product** to [my] classroom -or- school** -or- teacher**
- [Hey Mom] Take **this product** -or- me to [my] classroom -or- school** -or- teacher**
- Holds up to your toughest messes -or- jobs -or- stains
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- residue!
- Individually Cut Sheets Dispense Easier[!]
- Individually Wrapped for Freshness[!]

~~†††~~ Do not use as a diaper wipe or for personal cleansing

General/Cleaning Claims: continued

Now -and/or- New[!] -and/&/or- Improved to be used as a claim descriptor only for the first 6 months of product on shelf

- Just pull, wipe clean and toss
- Just wipe [once] - no clean-up [after wipe] needed
- Leaves your bathroom fresh and clean
- Less Plastic to Throw Away[!]
- Life doesn't have to stop for cleaning
- Life [doesn't] [shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- [Look] ~~[Now]~~ Less streaking -or- residue
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- ~~[NEW]~~ [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- ~~[NEW]~~ [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- ~~[NEW]~~ [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [Delivers] a Clean you can [see -and/or- smell -and/or- feel] [notice]
- ~~[NEW]~~ [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- ~~[NEW]~~ [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] clean[s] thoroughly
- [Low-streak -or- residue] [Formula -or- Wipe] [Cleans] [[is] [even] appropriate -or- great for] [kitchen -and/or- bathroom -and/or- household] [surfaces] [places] [like] [stainless steel -and/or- [other] metal -and/or- glass -and/or- mirrors -and/or- [dark] tile] [exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors [, too]
- [Low-streak -or- residue] [Formula -or- Wipe] For all of your [kitchen] [bathroom] [household] surfaces [like] [stainless steel -and/or- metal -and/or- glass -and/or- mirrors] [exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors
- [Low-streak -or- residue] [Formula -or- Wipe] [Great] [Use it] [For] [cleaning -and/or- disinfecting] Every day[,] [on] hard, nonporous [surface[s]]
- [Low-streak -or- residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than [ever] before]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout] [around] [in] [the -or- your] [house]*
- Low/lower streak[ing] formula
- Makes [cleaning -and/or- disinfecting] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
- Makes daily cleaning easy [easier than ever]!
- Makes your job easier in the kitchen/bathroom
- Maximum Cleaning, Minimum Effort
- Moist Household [Cleaning] Wipes
- [More] efficient [bathroom] [kitchen] [home] [household] [office] cleaning -and/or- disinfecting
- Multi-Surface [formula -or- wipe]
- **NEW in circle - sticker**
- New Year. Fresh Start.
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- No-Touch [Easy] Refill
- One-Handed Dispensing[!]
- [One] [Versatile] [low-streaking -or- residue] wipe for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces
- One Wipe, Multiple Surfaces
- Only disinfecting wipe formulated for [your] Shiny [Kitchen -and/or- Bathroom] Surfaces
- Only [disinfecting] wipe with [a] [this amazing] low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying [formula]
- Patented -or- Exclusive formula -or- lotion -or- wipe
- Perfect for cleaning up around the toilet
- Quick
- Quick and Easy Cart Cleaning
- Quick and Easy Cleaning Everywhere*
- Quick and Easy Cleaning for Kitchen Surfaces*
- Refill for [a(n)] [your] [current] [existing] **[insert number]** [Wipes] **[this product]** canister -or- container
- [Removes] [Eliminates] [Attacks] [Gets rid of] [Melts away] tough [soap scum] [[bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [dirt] [soils] [grime]] [!]
- Safe for Multiple Surfaces
- See the [low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Single Sheet Dispensing[!]
- Some [moments] [things] shouldn't be interrupted
- Specially formulated for a variety of surfaces -or- kitchen surfaces
- Specially formulated for Multiple -or- Shiny Surfaces
- [Specially formulated] For [use in] the bathroom
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around] the house -or- kitchen and bathroom
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion]
- Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Strong -or- durable enough for [tough] [messes] [jobs] [stains] [difficult -or- uneven surfaces] [all around the house]
- The convenient way to keep your home looking "just cleaned"

Note: **Bold, italicized text is information for the reader and is not part of the label.**

[Bracketed information is optional text.] Underlined text is new 3-through (text) means removed.
R0512090

EPA Reg. No. 5813-79 CDQ Page 10 of 17

General/Cleaning Claims: continued

Now -and/or- New[!] -and/&/or- Improved to be used as a claim descriptor only for the first 6 months of product on shelf

- The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [work -or- office [area] [place] [environment]] looking "just cleaned"
 - The easy way to clean -and/or- disinfect [all over] [your] [the] [bathroom] [kitchen] [house] [office] [work -or- office [place] [environment]] [place]
 - The easy way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [office -or- work [place] [environment]] [place] clean every day
 - The easy way to keep your house clean every day
 - The easy way to clean all over the house
 - The easy way to touch-up clean your bathroom every day
 - [The] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors
 - [The] [Non-Scratch] [Scrubbing] [Scrubby] [Multipurpose -or- occasion] wipe[:] [cleans] [great] [works [well]] [suitable] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household -or- **Use Sites: Table 1**] surfaces -or- places [like] **Use Surfaces: Table 2 [!]**
 - [The] only wipe with a low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying formula [for shiny surfaces]!
 - [**The product** is -or- the wipes are] [always] ready to use
 - The smell of clean
 - The wipe that does it all...anytime*
 - [Thick(er)] Textured Wipe[s] [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
 - [**This product**] are your daily defense against germs†
 - **This product** [is] [are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
 - [**This Product**][] Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- Stains[!]
 - Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] soils[!]
 - Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier [wipes] Scrub Through -or- For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- Stains[!]
 - Trap[s] -and/or- pick[s] up -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
 - [Trapper] [pockets] [ridges] [texture] get[s] into [crevices] [nooks & crannies] [cracks] [uneven places] for a [more thorough] [better] clean
 - ~~[NEW]~~ TripleWeave Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germst] -or- [Multi-Surface Wipe]
 - ~~[NEW]~~ TripleWeave Texture -or- Technology for Better Cleaning
 - ~~[NEW]~~ TripleWeave Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
 - Try Me
 - Use Everywhere* -or- Anywhere*
 - Use [in [public] places] where germs† may be of concern
 - Use on [grocery] carts and baskets
 - Use on [grocery] cart handles and basket handles
 - Use on hard, nonporous surfaces anywhere* [you travel] [throughout the house]
 - Use [**the product**] -or- the wipe[s] throughout the house
 - [Use **the product** -or- the wipes] for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the house] [anytime -and/or- anywhere*]
 - [Virtually] no streaks -or- residue -or- film -or- trace left behind
 - [Virtually] streak-free -or- film-free -or- residue-free shine [clean]
 - Will not harm most surfaces
 - Wipe away [the] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [soils] [dirt] [grime]
 - ~~[New]~~ [Wipe] Cleans better -and/or- lasts longer [than ever]
 - With a bleach-free formula
 - With a pleasant fragrance
 - Works [great] on [shiny] [high-gloss] [high shine] surfaces [such as stainless steel -and/or- mirrors -and/or- glass tables -and/or- chrome -and/or- [dark] enamel -and/or- [dark] tile -and/or- dark surfaces]
- This claim is not to be used with any one-step cleaning and disinfecting claim on the label***
- Fights -or- Cuts [Through] -or- Wipes out [tough] [kitchen] Grease[,] [Wipes Clean]
- * Hard, nonporous, non-food-contact surfaces identified on this label
- **Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

Note: Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.] Underlined text is new e-through (text) means removed.
R0512090

Fragrance/Scent Descriptors and Claims:

Now~~+~~ -and/or- New~~!~~ -and/&/or- Improved *to be used as a claim descriptor only for the first 6 months of product on shelf*

- Alpine [air] [blast] [burst] [fresh] [meadow] [mist] [rain] [splash] [waterfall]
- Aqua [blast] [burst] [clean] [mist] [rain] [splash] [waterfall]
- Aromatic
- Bay [breeze] [mist]
- [Blue] [Clear] [Sparkling] Wave
- [Blue] [Sun-Kissed] Mist
- Bursting [petals] [bouquet]
- [Calm] [Breezy] Outdoor[s] [fresh] [breeze]
- [Calming] [French] [Lush] [Mountain] [Provence] [Sheer] [Soft] [Sun-Drenched] [Sun-Kissed] [Wild] Lavender
- Cascading [clean] [falls]
- [Cherry] Blossom [blast] [breeze] [burst] [clean] [fresh]
- Citrus Blend
- [Clean] [Refreshing] [Great] ~~New~~ scent
- [Country] [Open] [Sun-Kissed] [Sun-Drenched] [Lush] Meadow [flowers] [blossom[s]]
- [Country] [Festive] [Fresh-Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed] [Sun-Drenched] Bouquet [fresh] [fusion]
- [Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [linen] [mist] [& fresh]
- [Crystal] [Sparkling] Clear [breeze] [& clean] [dew] [mist] [rain] [splash] [water[s]] [waterfall]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] [Red] [Green] Apple [rush] [& pear] [blossom] [splash]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] Pear [blossom] [splash]
- [Festive] [Holiday] Eucalyptus [fresh] [breeze] [blast] [burst] [medley] [forest]
- [Festive] [Holiday] Fresh [blast] [breeze] [burst]
- [Festive] [Holiday] [Lush] Orchard [breeze] [fresh] [harvest] [dew] [mist] [blossom[s]]
- [Festive] [Holiday] [Seasonal] Berry [blast] [breeze] [boom] [burst] [fresh]
- [Festive] [Holiday] [Seasonal] Mint [burst] [cooling] [rush]
- [Festive] [Seasonal] Floral [blast] [breeze] [burst] [clean] [fresh] [fusion] [mist]
- [Festive] [Seasonal] Wildflower [clean] [blast] [breeze] [burst] [escape] [fusion] [power]
- Fruit(y) [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Gardenia [bloom] [breeze] [burst] [blossom] [fresh]
- Great [scent] for [the] [your] *[insert use or usage site]*
- ~~New~~ Great scent[,] [same] [great] wipe]
- Hibiscus [bloom] [breeze] [burst] [blossom] [fresh]
- [Holiday] Essence [of clean]
- [Holiday] [Festive] [Lush] Garden [bloom] [breeze] [escape] [fresh] [power] [surge]
- [Holiday] Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]
- Island [bloom] [bouquet] [breeze] [power]
- Jasmine [bloom] [breeze] [burst] [blossom] [fresh]
- Lavender [blast] [breeze] [burst] [clean] [fresh] [fusion] [& chamomile] [& herbs] [aromatherapy] [escape] [fields] [flowers] [garden] [harvest] [meadows] [valley] [whisper]
- Lemon [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Light[ly] scent [ed]
- Lime [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Mandarin [Orange]
- [Misty] [Sheer] [Sunshine] [Soft] [Gentle] Breeze
- Morning [burst] [clean] [dew] [fresh] [fusion] [mist]
- Mountain [breeze] [clean] [fresh] [spring]
- Ocean [breeze] [fresh] [winds] [mist]
- Orange [blast] [breeze] [burst] [fresh] [fusion]
- Petal [breeze] [pink] [rush]
- Rain [clean] [fresh] [fusion] [shower]
- River [burst] [clean] [fresh] [rush] [splash]
- Rose [of the tropics]
- Serene Clean
- Shower [breeze] [burst] [fresh] [fusion]
- [Simply] Country [breeze] [whisper] [calm] [fresh] [blossom[s]] [spring] [stream]
- [Soft] [Gentle] [Washed] Cotton [soft] [fresh] [whisper]
- [Soft] [Sun-Kissed] Linen [fresh]
- Spa Fresh
- [Sparkling] Glacier [mist] [splash] [blast] [burst]
- Spring [bloom] [blossom] [breeze] [burst] [clean] [mist] [shower]
- Sweet [blast] [breeze] [burst] [rush] [splash] [fruit] [clean]
- Tropical [bloom] [rainfall] [rose] [shower] [breeze]
- [Tropical] Palm [breeze] [escape]
- Try [this] [our] ~~new~~ [scent] *[insert scent descriptor]*
- Veranda [breeze] [flowers] [blossom[s]]
- Waterfall [clean] [burst] [rush] [splash]
- Whitewater [clean] [burst] [falls] [mist] [rush] [splash]

Any claim above could be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- light -or- long-lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool

Any claim above could be followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean

for CSF A06 only

- Fragrance -or- scent free
- Free and clear
- No fragrance[s] -or- scent[s] added
- Unscented

Packaging Claims:

[Now+] -and/or- New[!] -and/&-or- ~~[New! & Improved!]~~ **to be used as a claim descriptor only for the first 6 months of product on shelf**

- ~~[New]~~ 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger[+]
- ~~[New]~~ 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger[+]
- 3 Canisters With 3 Matching Refill[s] [Pouches]
- 4 Refill Pouches for [*insert number*]-Count Canisters
- As easy as grabbing -or- dispensing [facial] tissues [from a box]
- [As easy as] [Just like] pulling a tissue
- Attach [em] [them] [wipes] where you need -or- use [em] [them] [most]
- Attachable [dispenser] -or- [Safely] attaches -or- can be attached [to] [tile] [glass] [mirrors] [windows] [finished wood] [cabinets] [metal surfaces] [metal appliances] [painted] [wallboard] [plasterboard] [drywall]
- Available in [*insert number*] other designs
- Big size
- [Bleach-free] Clean [from Clorox®] to go -or- on the go -or- [&] [and] go
- [Buy] One for [*Use Sites: Table 1*], one for [*Use Sites: Table 1*]
- [Buy] Two for [*Use Sites: Table 1*], one for [*Use Sites: Table 1*]
- [Buy] Two for [*Use Sites: Table 1*], two for [*Use Sites: Table 1*]
- [Big] [Value] Can
- [Buy] Two for home, one for school** -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a [purse] [pocket] [diaper bag] [backpack] [glove compartment -or- box] [car] [minivan] [SUV] [lunch box -or- bag] [briefcase] [luggage] [suitcase]
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- Clorox® Wipe [&] [and] [N] Go Disinfecting Wipes
- Collect all [of the Designer Series] canisters!
- Combo Pack
- Coming soon
- Complete Refill Pack for [*insert number*] [Club Pack]
- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- [Convenient] [Size]
- [Convenient and] easy to use
- Decorate your [home] [kitchen] [bathroom] counter[s] [office] [bathroom(s)] [with designer wipes]
- Designer -or- Decorator -or- Holiday -or- Seasonal series
- Dispenses [Comes out] one wipe at a time
- Dispenses [wipes] like a tissue
- ~~New-d~~Dispensing is effortless!
- [Doesn't] [No more] pinch[ed] fingers!
- Double -or- Super Value [Size] [Pack]
- Easier -or- Easy [to Use] -or- Improved [Dispensing] [Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- Easy -and/or- Simple Dispensing!
- [Easy] [Better] ~~[New] [&] [Improved]~~ Dispensing
- [Easy] [Better] ~~[New] [&] [Improved]~~ [Dispensing] Lid -or- Closure -or- Cap
- Easy Breezy Dispensing
- Easy-carry handle
- [Easy] One-handed [dispensing] -or- Dispense [wipes] with [only] [just] one hand -or- Grab [wipes] [a wipe] [and wipe] with [just] [only] one hand -or- [Easily] Grab [wipes] one at a time
- Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage -or- to store
- Easy to carry
- Easy to Open -or- Thread
- Easy to pull wipes
- Easy to [store] [stack]
- Easy-to-use dispenser
- Easy to Use Lid
- Effortless dispensing!
- ~~[New]~~ [eEven] more wipes [per package] -or- container -or- canister]
- ~~[New]~~ [eEven] stronger [wipe[s]] [a] [Better Wipe[s]] [t]
- Fits almost anywhere*
- Fits in [your] [car] glove compartment
- Get 1 wipe at a time, every time!
- Great for the road -and/or- travel -or- traveling!
- Great for [the] [your] [use on] [*Use Sites: Table 1*] [*Use Surfaces: Table 2*][!]
- Great for [those] [life's] [your family's] unexpected messes
- [Great] [Perfect] [for] [Take It -or- Taking it] [Clean -or- Cleaning] On the Go[!]
- Guaranteed to not dry out!
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to stay moist
- [Guaranteed] Wipes stay moist -or- wet
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] ~~[new]~~ [redesigned] [easier-to-use] [tissue-like dispenser -or- packaging] [*this product*] [oval] [package -or- design]
- Keep -or- Carry [one] [some] [a package -or- pouch -or- pack] in your purse -and/or- diaper bag -and/or- backpack -and/or- gym bag
- Hassle-free dispensing!
- Hassle free lid
- [Individual] refills -or- rolls -or- package -or- pouch [stay(s)] [keep(s)] [moist] [fresh]
- Individually wrapped for [freshness] [moisture-protection]
- [Individually wrapped refills -or- rolls -or- [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now
- Individually wrapped to [stay] [keep] [moist] [fresh]
- [Individually wrapped to be] As fresh as your [regular] [normal] [disinfecting] wipes
- Individually wrapped to preserve [freshness] [moisture]
- *insert number* free -or- extra -or- more wipes
- *insert number*% off
- *insert percent* Bigger quilted wipes*
- *insert percent* more wipes* [*vs. *insert number* count *this product* canister]
- *insert wipe dimensions* wipes
- ~~[New]~~-*insert number* wipes [per package -or- container -or- canister]
- [Includes] *insert number* count refill [pack] -or- Contains *insert number* wipes
- [It's] the easy way to grab a wipe
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- Leave me out on the counter [to make cleaning easier]!
- Look[ing] for all *insert number* -or- other designs [to match your home]
- Made with xx% Less Plastic[!] / Less Packaging[!]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Match me to your home décor!
- Mixed [refill] [pouch] [canister] Pack
- Moisture lock lid
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] [*insert number*] Pack
- Multi-refill pack
- No Hassle Lid -or- Cap
- No pinched fingers!
- No surface damage -or- [Adhesive] Removes without damage [or residue] -or- [Adhesive] Removes without damaging [most] [household] surfaces -or- Holds on strongly -or- Comes off cleanly

Packaging Claims: continued

[Now -and/or- New[!]] -and/&/or- Improved] to be used as a claim descriptor only for the first 6 months of product on shelf

- No hassle lid
- No threading [required]
- No wasted wipes
- Not for Individual Sale
- Our [Best] [Easiest] [Smoothest] Dispensing Ever!
- Part of [a] Multi-Pack
- [Perfect for] Use with the [**this product**] easy start lid
- Perfect size for kitchens -or- bathrooms
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Prevents wipes from bunching!
- [Pulls] [Dispenses] 1 wipe at a time!
- Pull 'n' go
- Pull-N-Wipe Lid -or- Cap
- Pulls Wipes Effortlessly [Every Time]!
- Pull wipes [from center [opening]] [like a tissue]
- [Puts] [Put] wipes where you need -or- use them -or- want them
- [Puts] [Put] wipes within [easy] [arm's] reach -or- at your fingertips
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Quick-clip -or- convenient handle
- Ready pull
- Redesigned dispensing -or- dispenser -or- packaging -or- package [that's easier to use -and/or- dispense]
- Refill pack
- [Refill] [Pouch] [Canister] Combo Pack
- Refillable [with **insert number** wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- Regular [wipe] [size] -or- Large [wipe] [size]
- [Resealable] On-the-Go Pack -or- Size[!]
- ~~[Improved]~~ Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- Same easy dispensing
- Same great [product] [wipes]. **New** [eEasier] [simpler] form -or- package -or- packaging.
- Single sheet dispensing!
- Stackable [disinfecting] [wipes] refills -or- package(s) -or- pouches
- ~~[Improved]~~ Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Take Clorox® wipes [**this product**] [with you] on the go[:] [on] travel -and/or- [in -or- on] [**Use Sites: Table 1**] -and/or- [**Use Surfaces: Table 2**] -and/or- [your] [the] purse -and/or- diaper bag -and/or- gym bag
- Takes up less [space] [room] [(than your [current] [existing] canister -or- container)]
- [The cleaning power of Clorox® wipes] [same Clorox® wipes], ~~[new with a -or- an] easier -and/or- new -and/or- innovative -and/or- redesigned packaging -or- dispensing -or- package~~
- [The Designer Series is] Beautiful [elegant] enough to leave out [on counter(s)] [desk(s)] [in bathroom] [in kitchen] [in office]
- The [same] [Clorox®] wipes [you love]
- **This product** [Wipes] To Go
- Three pack -or- multi-pack
- Twin pack -or- two pack -or- dual pack
- To Go [pack] [size]
- [To Go] [Purse] [Travel] [Pocket] Size -or- Pouch -or- Pak
- Travel [size -or- pack]
- Trial [size -or- pack] -or- Paper towel size [8.5"x11"]
- Try me [on] [for] [**Use Surfaces: Table 2**] [!]
- Tub refill
- Value pack
- Value size
- Value Twin
- Wipes Come Out One at a Time!
- Wipes don't bunch together!
- Wipes [pull out] [dispense] effortlessly!
- [Wipes] Stay[s] wet -or- moist longer
- Wipe up [and go]
- ~~[Now]~~ [With] [An] Air-tight [seal -and/or- pouch -and/or- pack]
- ~~[New w/]~~ [With] [Individually cut] wipes [that dispense one at a time]!
- [With] Pop action

*vs **insert wipe dimensions** size

†In comparison to [prior] [past] [previous] [old] wipe [material] -or- Versus [prior] [past] [previous] [old] wipe [material]

-Heavy Duty Claims:

New -and/or- New [!]] and/&/or- Improved] to be used as a claim descriptor only for the first 6 months of product on shelf

- Better ~~-and/or- Improved~~ -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on [Use Surfaces: Table 2]
- [Better] ~~[Improved]~~ [Stronger] [Thicker] Wipe!
- Cleans -or- Removes -or- Fights -or- Good for -or- Great on -or- Works great on [kitchen] [tough] [soap scum] [baked-on] [grease] [soils] [messes] [spaghetti sauce] [kitchen messes] [dirt] [soils] [bathroom messes]
- Disinfect and scrub clean
- [Cloth-like] [softer] [feel]
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- [Double] [Dual] [Two]-sided scrubbing wipes
- [Double] [Triple] Reinforced wipe
- Dual action
- Easy to grip -and/or- hold -and/or- handle
- Feel the difference with [our] ~~[Improved]~~ honeycomb texture -or- wipe
- Feels like a cloth
- For tough messes throughout the house
- Great -or- Tough Cleaning in a [Thick] Wipe
- Honeycomb texture -or- weave -or- material [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Honeycomb texture -or- wipe cleans [better] [more soils -and/or- messes]
- ~~[Improved]~~ Honeycomb [wipe -or- cloth -or- fabric] [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- One side is like a scrubbing sponge, the other is like a wipe

Heavy Duty Claims: continued

New -and/or- New [!] and/&-or- Improved to be used as a claim descriptor only for the first 6 months of product on shelf

- ~~New~~ [Reinforced] [with] Quilted [strength]
- [Smaller][,] [Tougher][,] [Thicker][,] [Stronger][,] [More Durable] [,] [Textured][,] [Ultra-thick] Wipe [With] [Powerful] [Micro-Fibers] [Scrubbing-Fibers] [Micro-Scrubbing Fibers -or- Power] [Micro-Fiber Power] [Micro-Scrubber -or- Micro-Scrubbing Texture] [(Textured) Micro-Scrubbers(!)] [Cut[s] through -or- For] [Tough] [Stubborn] [Baked On] [Sticky] [Messes -or- Soils -or Stains] [with less [effort -or-scrubbing]***] [!]
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Soft weave wipe cleans [Use Surfaces: Table 2] better [in] [**Use Sites: Table 1**]
- Softer wipe
- Specially formulated -or- designed -or- with patented technology to [clean better] -or- [trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Stays wet longer -or- holds moisture longer
- ~~New~~Texture [Thick wipe] Stays wet [longer]
- Texture traps more soil -and/or- dirt -and/or- grease -and/or- germs†
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for [scrubbing] [cleaning] [removing] [wiping] [tough] [stains] [soils] [messes]
- ~~Improved~~ Textured [thick] wipe [cleans] [shines] better
- ~~Improved~~ Texture[d] [wipe] great on [greasy] [all] messes
- ~~Improved~~ Textured wipe lasts longer
- Textured wipe [works] better on tough stains
- Textured wipe reduces streaks [on] [Use Surfaces: Table 2]
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- Thick -and/or- Low-Streak Wipe
- Thick -and/or- soft wipe
- Thick Wipe[s] and Low-Streak Formula for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- Thick, Low-Streak Wipe[s] [for] [Cleaning] [Clean[s]] Multiple Surfaces [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- Thick, Low-Streak Wipe[s] for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] work[s] great on [tough] [dirt -and/or- soil -and/or- grease -and/or- messes] [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] Clean[s] Tough Messes [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] for [Everyday] [Daily] [Tough] [Messes] [Cleaning] [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- ~~New~~Thicker -and/or- stronger
- [Thick(er)] Wipe[!] cleans -and/or- scrubs better[!]
- Thick wipe with "moisture seal" -or- "moisture lock"
- [Thick] [Wipe] Stays wet -and/or- moist longer
- [Thicker,] [stronger] wipe
- Thicker -and/or- stronger wipe cleans -and/or- dissolves -and/or- absorbs [more] soil -or- messes better
- Thicker wipe removes more stains
- [Thicker wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease
- [Thick(er)] Quilted wipe[s] [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- [Virtually] Lint Free
- ~~Improved~~ Wipe grabs more soil -and/or- dirt -and/or- grease
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- ~~New~~With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave cloth [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- ~~New~~With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave fibers [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- ~~New~~With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- ~~New~~With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave pockets [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- ~~New~~With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave ridges [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- ~~New~~With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave technology [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [With] [moisture] [trapper] pockets -or- ridges -or- [added] [more] texture to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- ~~New~~ [With] [Powerful] Micro-Fibers -or- Scrubbing-Fibers -or- Micro-Scrubbing [Fibers -or- Power] -or- Micro-Fiber Power -or- Micro-[Scrubber -or- Scrubbing] Texture -or- [Textured] Micro-Scrubbers [To -or- That] Scrub[s] Away -or- Break[s] [Through -or- Up] -or- Remove[s] -or- Clean[s] [Tough -or- Stubborn -or- Baked on] Messes -or- Soils -or- Stains [Better] [Conveniently][!]
- ~~New~~ With stay-wet technology
- [Wow] Scrubs like a sponge

Environmental Claims for Refills:

- Less plastic -or- waste -or- material [to throw away]
- [Package] [Uses] [Made from] [Made with] insert percent% less plastic -or- waste -or- material

Value Claims:

- [Better] ~~[Improved]~~ value!
- [Get] more wipes [at] the [same] [old] [original] price
- **Insert number** [more] [wipes] for the price of **insert price**!
- **Insert percent%** [cheaper] [less expensive] [off]
- **Insert percent%** [more] [value] [affordable]!
- [Money-saving] [Canister and] Refill [Value] [**insert number**] Pack
- ~~[New]~~ ~~**insert percent%**~~ more [wipes]!
- ~~Now~~ Lower cost per wipe
- ~~[New]~~ ~~More~~ [of the same great] [product] [wipes] for less!
- Refills save you money
- [Same Great] Clorox® wipes ~~[New]~~ at a Better Value[!]
- Same great [product] [wipes] at a [better] ~~[improved]~~ value!
- Save **insert percent%** !
- Save money and plastic [with Clorox® [wipes] [**this product**] refills].

Usage Claims:

- [Drops] [Slides] into an empty [disinfecting] [wipes] canister -or- container
- [Easy] [Simple] [Quick]-loading refill -or- roll -or- [disinfecting] wipes
- [Easy] [Simple] [Quick]-to-load refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]

Miscellaneous Claims:

- Box Tops for Education
- Cast your [design] vote [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting **insert number**]
- Do not remove label/cut out Box Tops for Education proof of purchase until product has been completely used
- Enter -or- Vote [now] [and win]
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- Limited Edition
- Look out [on shelf -or- in stores] for [a] [our] ~~[new]~~ [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]] *
- [Now is your chance to] Customize your [wipes] canister
- [Same great wipes!] [Decorative] [Beautiful] [Pretty] [Hip] [Fun] [Trendy] [Oval] packaging -or- package[s] -or- canister[s] -or- container[s] -or- shape[s]
- See back -or- sticker for details -or- rules -or- instructions
- See details -or- rules -or- instructions [on] [back -or- sticker]
- See -or- Visit www.clorox.com <<http://www.clorox.com>> for details -or- rules -or- instructions
- See [the] [our] [ads -or- series] in **insert publication name(s)**
- See your favorite design [hit shelves] [in stores]
- Visit www.clorox.com <<http://www.clorox.com>> -and/or- text **insert number** to vote -or- pick [for] [a] [your] [the] [future -or- next -or- favorite] [canister] [design]
- Visit **insert website** [to get involved] [to participate] [-and/or- to vote] [for more information -or- details]
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox®]
- [Vote for a] Chance to win prizes
- Vote [online] [now] for [a] [the] [your] [future -or- next -or- favorite] design [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting insert number]
- Vote -or- Tell us -or- Share [your opinion -or- story] at insert website
- What [design] do you want to see [next] [in the future]?
- What [design] would look good -or- best [on] [in] [your] [the] [Use Sites: Table 1] [Use Surfaces: Table 2]?
- What would you Wipe Out?
- Wipe Rewards. Visit [clorox.com](http://www.clorox.com) for details
- [You] Choose -or- Decide [a] [your] [the] [future -or- next -or- favorite] [design] [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting **insert number**] [to hit shelves -or- stores]
- [Your] [favorite] [**this product**] [wipes] [are] ~~[New]~~ [Also] Available in [a] [our] ~~[new]~~ [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]]
- [You're invited to] Be [a] [our] design expert
- [You're invited to] Share your opinion

Note: **Bold, italicized text is information for the reader and is not part of the label.**

[Bracketed information is optional text.] Underlined text is new. (-through (text) means removed.
R0512090

Use Sites: Table 1

Use on hard, nonporous surfaces in:

Airplane[s] -or- Plane [Lavatory -or- Lavatories] [Tray Tables]	[Elementary] Schools** -or- Colleges -or- Universities	Lavatories	Play Rooms
Airports	Elevators	Living Areas -or- Rooms	Playground Equipment
Ambulances	Factory[ies] -or- Plants	Locker Rooms	Playgrounds
Automobiles	Family Rooms/Areas	Lounges	Public Facilities
Basements	Fast Food Restaurants	Malls	Public Restrooms
Bathroom[s] -or- Locker Room Facilities [Surfaces]	Fitness Center[s] [Equipment]	[Manufacturing] Plants	Public Telephone[s] [Booths]
Boats	Garages	Markets	Recreational Centers [Facilities]
Bowling Alleys	Gas Stations	Mass Merchandisers, Discount Retailers -and/or- General	[Rental] Cars
Buses	Grocery Stores	Merchandise Stores	Rest Stops
Butcher Shops	Gymnasiums	[Medical] Clinics	Restaurants
Cafeterias	Gyms	[Medical -or- Dental -or- Physician's -or- Doctor's -or- Nurse's -or- Pediatrician's]	Restrooms
Camper[s] -or- RV[s] -or- Trailer[s] -or- [Mobile]	Health Clubs	[Office[s]] [Waiting Room[s]]	School** Buses
Home[s]	Home Centers	[Exam[ination] Room[s] -or- Table[s]]	School** -or- City -or- Public Transit -or- Commuter Buses
Campgrounds	Homes [Households]	Military Installations	Schools**
Cars	Hotels	Motels	Shelters
Church[es]	[Households]	Motor Homes	Ships
[Common] [Classroom]	Industrial Facilities	Motorboats -or- Houseboats	Shops
[School]** [Play] Areas	Institutional Kitchens	Nurseries	Storage Areas
Convenience Stores	[Institutional] Laundromats	Nursing Home[s] -or- Convalescent Home[s] -or- Senior [Citizens'] Home[s]	Subways
Correctional Facilities	Institutions	Offices	Supermarkets
[Damp] Storage Areas	Jungle Gym[s]	Pet Areas	Trains
Day Care Centers	Kennels	Pharmacies	Trolleys
Dens	Kids' -or- Children's [Play]room[s] -or- [Family]	Play Areas	Vacation Homes
Dorms	Den[s]		Vehicle [Interior[s]] [Exterior[s]]
Elder Care Centers	Kitchen[s] [Surfaces]		Veterinary Clinics
	Laboratories		Warehouse Clubs
			Work[place]

For use on noncritical surfaces in:

Dental Offices	Laboratories	Nursing Homes	Physician Offices
Hospitals	Medical Clinics	Patient Rooms	Veterinary Offices

**Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

Note: Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.] Underlined text is new e-through (text) means removed.

R0512090

Use Surfaces: Table 2

For use on hard, nonporous surfaces [such as]:

Appliances [Appliance]	[Door] [Cabinet] [Appliance]	Metal [Work Benches]	Stovetop Exteriors
[Exterior[s]] [Surfaces]	Knobs	Microwave[s] [Exterior[s]]	Tables
[Outside of]	Door Frames	[Outside[s] of]	[Tiled] Walls
Baby Furniture (Cribs, Changing Tables, Diaper Pails)	Doorknobs	Mirrors [bathroom]	[Toilet] [Toilet Flush] [Faucet]
Baseboards	Drain Boards	Non-Food-Contact Surfaces of Highchairs	[Telephone] [Dishwasher]
Basements	Drawer Pulls	Office -or- Bedside Furniture	[Cabinet] [Door] Handles
[Bathroom] [Kitchen] Faucets	Dressing Carts	Office Machinery	Toilet -and/or- Urinal Exterior[s]
[Handles]	Drinking Fountains*	Paper Towel [Dispensers]	[Surfaces] -or- Exterior Toilet Surfaces
[Bath]tubs	Elevator Buttons	[Holders]	Toilet Seats
Bed Rails	Faucets	Patio Furniture/Lawn Chairs	Toys*
Bed Springs and Frames	[Filing] Cabinets	PDA [Personal Digital Assistant]	Toy Boxes
Bidet[s]	Finished Hardwood[s] [***]	Pet Areas/Surfaces	Toy Storage Bins
Blinds	Floors	Picnic Tables	Training Toilets
Cabinets/Cupboards	Floors Around Toilets	Plastic Shower Curtains	Training Tools
Cages	Gaming Systems	Playground Equipment	Trash Cans
Car Interiors	Garbage Cans	Playpens	Trash Compactors
Cat -and/or- Dog -and/or- Pet Dish[es] -or- Soiled Surface[s]	Garbage Disposals	Polyurethane Finished Hardwood	[TV] [Wii] [Remote[s]]
[Cell] [Smart] Phone	General Use[s]	Porta-Pottie[ies] -or- Portable Bathroom[s]	[Controls]
Chairs	Glass [tables -or- tabletops]	[Public -or- Pay] Telephones	[Under] Sinks
[Children's] Furniture	Glazed Tiles	-or- Phone Booths	Vending Machine Surfaces
Chrome	[Grocery [Store]] [Shopping] Basket Handles	Range Hoods	[Vinyl] Wallpaper
Chrome Exterior Surfaces of Urinals and/or Toilets	[Grocery [Store]] [Shopping] Cart Handles	Recycling Bins	Walkers
[Classroom] Desks	[Grocery [Store]] [Shopping] Carts	Refrigerator Door Handles	Walls
Closets	Gym Equipment	Refrigerator[s] Exterior[s]	Washing Machines [Washers -and/or- Dryers] [Exterior[s]]
[Clothes] [Diaper] Hampers	Hampers	[Outside of]	[Outside of]
Computer[s] [Laptop[s]]	Hand Dryer Buttons	Restaurant High Chairs	Wastebaskets
[Netbook[s]] [Keyboards]	Handrails	[Salad Bar] [Buffet] [Cafeteria]	[Water] [Drinking] Fountain
Cooler Exteriors	Highchairs*	Sneeze Guard[s]	[Toggles] [Handles]
Counters	[Kid's] Play [Structures]	[School]** [Toys*] [Supplies]	Wheelchairs
Countertops	[Equipment] [Furniture]	Surface[s]	Windows
Desks	[Tables]	[Sealed] Granite [Countertops]	[Wood] Doors
[Diaper] Changing Tables	Lamps	[Shower] Doors	
[/Areas]	Laundry Rooms	Shower [Walls]	
Diaper Pails	Light Switches [Fixtures]	Showers	
Dining Room Surfaces -and/or- Tables -and/or- Fast Food Restaurant Tables	[Panels]	Signs	
[Dining] [Fast Food] [Kitchen] [Picnic] [Play] [Restaurant] [Tray] Tables	Lockers	Sinks	
	[Manual] Pencil Sharpeners	Stainless Steel [Appliances]	
	[Medicine] Cabinets	Staplers	
		Stereo Consoles	

*[For toys.] rinse with water after wiping with -or- using the product

**Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

***Use as directed. Safe on polyurethane treated wood. [Test a small area first].